Multi-year Expert Meeting on Trade, Services and Development

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Second Session

Presentation

Sharing country experiences:

The role of creative services in development strategies

Mr. Keith Nurse

President

College of Science Technology and Applied Arts

Republic of Trinidad and Tobago

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The Role of Creative Services in Development Strategies

Presented by: Dr. Keith Nurse, President, College of Science Technology and Applied Arts Trinidad and Tobago (keithnurse@me.com)

UNCTAD Multi Year Expert Meeting on Services, Trade and Development, 11th Session

Session 2. Sharing country experiences: The role of creative services in development strategies

10-12 July 2024, UNCTAD, Geneva, Switzerland
How can creative services like audiovisual, music, and other content-creating services contribute to sustainable development strategies?

Broad Conception of Culture:
- New values
- New lifestyles
- New identities

Climate Change Mitigation & Adaptation

Inclusive Development & Innovation

Key Initiatives that are ongoing:
- Livable cities
- Preventative health
- Renewable energy

Culture As 4th Pillar

Sustainable Production & Consumption

Social

Economic

Environment
How does your country support linkages between creative services and tourism?

Festival Tourism: The Case of Trinidad and Tobago Carnival

- The example of the Trinidad and Tobago carnival has generated annual earnings of US $100 – 150 million and accounts for 12 – 15 percent of annual tourism arrivals and expenditures.

- Events such as music and film festivals and carnivals create “nation branding” which aids in differentiating the destination and building visitor arrivals, expenditures.
How can creative services offer diversification opportunities for developing countries?

- Broadcasting
- Telecoms
- Food & beverage
- Ground transport
- Media content
- Destination branding
- IP Branding
- Sponsorship
- Creative Goods
- Creative Services
- Creative IP
- Data
- Monetization
- Accommodation
- Travel
- Hospitality
- Festival Tourism
- Creative Industries
- Media Value
- Ancillary Industries
- Festival Tourism
- Media Value
- Creative Industries
- Ancillary Industries
What are the most significant barriers, including competition issues, hindering growth in your country’s services sector, especially creative services?
Caribbean Music Streaming Revenue Annual Growth Rate, 2018-2023

Caribbean Music Streaming Revenue Growth by Market, 2022

- Podcast Advertising
- Music Streaming Advertising
- Music Streaming
- Music Downloads

Series 1
What initiatives could countries introduce to address these hurdles?

- Institutional Capacity Building
- Dynamic Market Penetration
- Access to Finance
- End-to-End Business Support
- Digitalization